

FSC-A

To: All CAM's and SCAM's

Subject: **Priority Chains to be added to AIM database**

With the implementation of the new FOCUS direct account program, we will have additional data available for the AIM database for many chains that we have not previously had. Many of these chains are very important to you and your SAM's in conducting your business activities and selling our programs.

In order that we maintain an efficient and effective database it will be necessary to set priorities for data that will be accessible "on line" for you to conduct your Category Analysis and other AIM functions.

Accompanying this document is a spread sheet (file name = "AIM____.xls") listing the various data that we need for each of the chains that you will want information available in AIM. Please open this file in Excel, and complete as noted :

1. Fill in the spreadsheet with ALL information requested (in unshaded cells).
2. Save the file As "AIM____" (Note: The _____ represents your chain division #).
3. Return the saved spreadsheet file via E-Mail to : printer destination **KRUTHM** at **RJRT**.

Important : Chain information should include accounts assigned to your SAM's as well. If a chain has more than one primary supplier that service the same chain ID in different geographical areas, then please complete a second, third, etc. line with estimated store count and all information just as if it was a separate chain.

Additionally, as guidelines for setting AIM Priority #, please consider the following :

Priority 1: This account requires ongoing access to store specific and chain data at any time without delay (on-line).

Priority 2: This account requires access to store specific and chain data for presentations, business reviews, etc. but access to the data could be delayed 2-4 days to allow for the information to be loaded at your on-line request.

Priority 3: This account would require store level and chain data only on a quarterly (or less frequent) basis, at specified times only.

It is important to understand that all data will be saved for access. However, to maintain the efficiency of applications for the user and due to limited mainframe storage space, priority 2 and 3 data would be stored in a manner that is easily accessed but not directly on-line. You would have to request that it be placed on-line and then you would have a specific time frame (days) to view and request your reports.

Thank you for providing this information. Please contact Steve Qualkinbush (ext. 0686), Marc Kruth (ext. 0688), or Stephanie Fields (ext. 7742) with any questions.

R. J. Reynolds Tobacco Company
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